

LEO BURNETT U.S.A.

A Division of Leo Burnett Worldwide, Inc.  
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1. At the Wadley's Glen 200, Billy Lunn said his cigarette holder gave him a cleaner taste. It also made him look kind of racy.

2. No need for a cigarette holder today. You've got Parliament. The recessed filter cigarette with the filter tucked back, away from your lips.

3. With Parliament, you just taste rich, clean flavor. Never the filter. From start to finish.

## Parliament. The recessed filter cigarette.



15 mg "tar," 1.3 mg nicotine  
as per cigarette FTC Report Sept. 73

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health

Now in bright new packs.

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Source: <https://www.industrydocuments.ucsf.edu/docs/mfkpr0002>

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